

1. A transfer useful to impart indicia to rotationally molded parts comprising:

- a. a carrier sheet of a flexible material having an indicia area for reception of said indicia;
- b. an indicia coat in a preselected indicia array of a mixture of indicia material and hydrocarbon wax overlying said indicia area; and
- d. a top coat of a top-coat, pressure sensitive adhesive substantially covering said indicia area and overlying said indicia coat.

2. The transfer of claim 1 including a backing coat of a backing-coat pressure sensitive adhesive between said indicia coat and said carrier, substantially covering said indicia area;

3. The transfer of claim 2 wherein the transition temperature of the backing-coat pressure sensitive adhesive is greater than that of the top-coat pressure sensitive adhesive.

4. The transfer of claim 2 wherein the transition temperature of the backing-coat pressure sensitive adhesive is greater than 170 degrees F.

5. The transfer of claim 2 wherein the transition temperature of the top-coat pressure sensitive adhesive is less than 170 degrees F.

6. The transfer of claim 2 wherein said backing and top coats extend peripherally beyond said indicia area, thereby encapsulating said indicia coat within

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said backing and top coats.

7. The transfer of claim 2 wherein said indica coat is a mixture of from 30 to 99 weight percent hydrocarbon wax and from 1 to 70 weight percent colorant.

8. The transfer of claim 2 wherein said polyolefin is polyethylene.

9. In a rotational molding method for fabrication of hollow form plastic part in a rotational molding cycle wherein plastic particles are charged to a rotational mold, the mold is closed, heated to a molding temperature while being rotated about its major and minor axes for a time sufficient to form said molded part and the mold is cooled to a demolding temperature, opened and the molded part is ejected, the improved method for incorporating indica in the exterior surface of said molded part which comprises:

- a. providing an indica transfer comprising a carrier sheet of a flexible material having a coated face with an indica area, a backing coat of a backing-coat pressure sensitive adhesive on said coated face covering said indica area, an indica coat of a mixture of colorant and hydrocarbon wax overlying said backing coat in a preselected indica array, and a top coat of a top-coat pressure sensitive adhesive covering said indica area and overlying said indica and backing coats;
- b. applying the coated face of said carrier sheet against a selected area of the interior surface of said rotational mold at substantially the demolding temperature and applying pressure to the uncoated

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face of said carrier sheet to cause transfer of said coats to said selected area;

- c. removing said carrier sheet from said mold and continuing said rotational molding cycle to obtain a molded, hollow form plastic part having indica permanently molded into its exterior surface.

10. The method of claim 9 wherein said backing and top coats extend peripherally beyond said indica area, thereby encapsulating said indica coat within said backing and top coats.

11. The method of claim 9 wherein the transition temperature of the backing-coat pressure sensitive adhesive is greater than that of the top-coat pressure sensitive adhesive.

12. The method of claim 9 wherein the transition temperature of the backing-coat pressure sensitive adhesive is greater than the demolding temperature.

13. The method of claim 9 wherein the transition temperature of the top-coat pressure sensitive adhesive is less than the demolding temperature.

14. The method of claim 9 wherein said indica coat is a mixture of from 30 to 99 weight percent hydrocarbon wax and from 1 to 70 weight percent colorant.

15. The method of claim 9 wherein said polyolefin is polyethylene.

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